

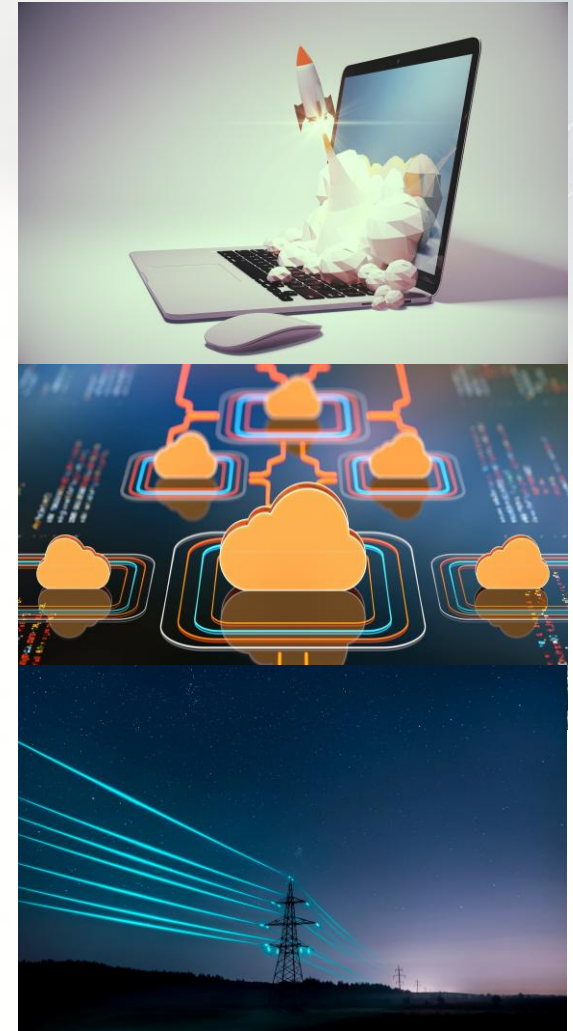


# American Weather Enterprise Association (AWEA)

**...for a safer, secure, and more  
competitive America.**

# BLUF: AWEA Fills a Longstanding Void

- **Establish a Weather Enterprise identity for the future.**
- **Advocate for pro-growth, job creation, and public-private partnerships.**
- **Create a unified voice to articulate the importance and value of the Enterprise.**
- **Enable and sustain a resilient, efficient, and end-to-end weather value chain.**





## VISION STATEMENT

*A united voice advancing the Weather, Water, and Climate Enterprise to best meet the growing and changing needs of businesses, communities, and individuals.*



## MISSION STATEMENT

*We champion the Weather, Water, and Climate Enterprise by promoting awareness, advocating for strategic priorities, and strengthening partnerships to ensure our nation's safety, security, and global competitiveness.*



## VALUES

Integrity • Science & Technology-Driven • Collaborative • Nonpartisan • Transparent • Accountable • Forward Thinking



# The Longstanding Need for a Unified Voice



## Why Now?

### Current Events

Government reform **demands** our united voice

### Confusion

Countering **misconceptions** about forecasting

### Risks

Increasing extreme weather and **vulnerabilities**

### Valuation

**Quantifying** value of the Enterprise

### Competition

Domestic and international special **interests**

**Strategic Advocacy Is No Longer Optional!**

# Why the American Weather Enterprise Association (AWEA)?

- **Powerful, Unified Advocacy with Well Respected Representation**

Amplify your organization's advocacy with Becker Federal Government Relations Team.

- **Shared Investment Leads to Greater Impact**

Be a part of a larger voice to achieve what no one organization can accomplish alone.

- **Economic Valuation Report That Commands Attention**

Help justify future investments and drive national policy decisions.

- **Elevated Brand Visibility & Public Understanding**

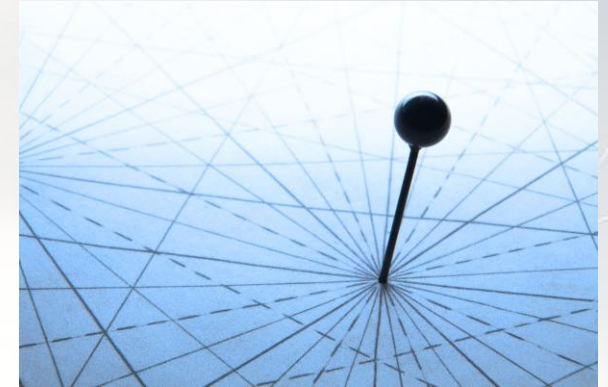
Fosters growth opportunities through strategic branding.

- **Recognized Leadership in a Critical National Function**

Align with a respected coalition of members that serve a lifesaving, defense, and economic mission.

- **Dedicated Staff Driving Sustained Results**

Leverage the leadership and professionalism of a efficient, experienced staff who are laser-focused on achieving meaningful results and accountability.



**“Membership isn’t just a subscription—it’s a strategic partnership in shaping America’s weather enterprise future.”**

Enterprise  
Leading  
Voice

Business  
-to-  
Business

Attention  
When  
Wanted

Defining  
the Future

Discretion  
When  
Needed

Advocacy  
Knows No  
Boundary

Increased  
Exposure



# How Will AWEA Benefit the Weather Industry Sector?

## Strong Return on Investment...

- Direct Congressional and Administration engagement
- Monthly newsletter on insights, progress, opportunities, etc.
- Access on the Hill, with Congressional Fly-ins, briefings, and Weather Day Events
- Economic Valuation Studies
- Marketing on value of commercial weather services across economic sectors (e.g., energy, transportation, insurance)

## Advocacy Goals...

- Pro-growth initiatives (e.g., technological upgrades, infrastructure advancements, expanded observation systems)
- Seed funding/grants fostering research to commercialization
- Value of essential government contracts
- Public-private partnerships (e.g., CRADAs)
- Streamline federal contracting process
- Strategic discussions on enterprise growth
- Private sector roles in extreme events (Supplemental funding opportunities)

***Already investing in government relations activities?***

***AWEA efforts can amplify your individual advocacy.***

# How Will AWEA Benefit Weather-Dependent Businesses?

## Strong Return on Investment...

- Direct Congressional and Administration engagement
- Monthly newsletter on insights, progress, opportunities, etc.
- Access on the Hill, with Congressional Fly-ins, briefings, and Weather Day Events
- Economic Valuation Studies
- Marketing on value of commercial weather services across economic sectors (e.g., energy, transportation, insurance)

## Advocacy Goals...

- **Pro-growth** initiatives (e.g., technological upgrades, infrastructure advancements, expanded observation systems)
- **Marketing** of good corporate responsibility to building community resilience across America. Your customers' safety is a priority of your company.
- **Value** of specific products, data, and services that **impact your bottom line** (e.g., supply chain vulnerabilities, physical assets).

***Already investing in government relations activities?  
AWEA efforts can amplify your individual advocacy.***



# How Will AWEA Benefit the Academic Sector?

## Strong Return on Investment...

- Direct Congressional and Administration engagement
- Monthly newsletter on insights, progress, opportunities, etc.
- Access on the Hill, with Congressional Fly-ins, briefings, and Weather Day Events
- Economic Valuation Study
- Marketing on value of commercial weather services across economic sectors (e.g., energy, transportation, insurance)

## Advocacy Goals...

- Pro-growth initiatives (e.g., technological upgrades, infrastructure advancements, expanded observation systems)
- Seed funding/research grants fostering research to operations and/or commercialization
- Value of essential government contracts
- Strategic Discussions on Enterprise Growth
- Public-private-academic partnerships
- Pro-job creation for future employees

***Already investing in government relations activities?  
AWEA efforts can amplify your individual advocacy.***

# How Will AWEA Benefit Professional Societies?

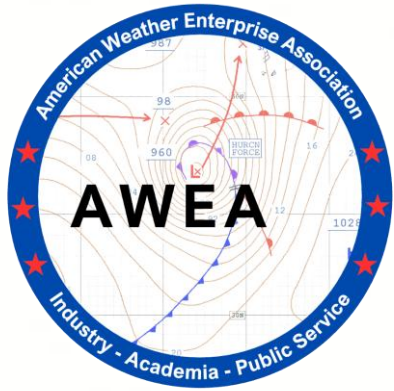
## Strong Return on Investments...

- Monthly **newsletter**
- **Economic Valuation Studies**
- Partnership opportunities beyond traditional community that can **increase membership**
- More opportunities and **visibility** of members and partners on Capitol Hill
- **Sponsorship** opportunities by AWEA

## Advocacy Goals...

- Identify public-private-academic partnership opportunities
- Showcase the value of in-person conferences
- Support pro-growth initiatives (e.g., technological upgrades, infrastructure advancements, expanded observation systems)
- Encourage pro-job creation and training to ensure an optimal future workforce

***AWEA is committed to working in close partnership with  
NWA, AMS, IAEM, AGU, and other professional societies.***



# Take the Next Step...

Contact the AWEA Executive Director

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